

TheHub™
National Product,
Processing & Solutions


BlueScope
Distribution

Australian steel stories

Birdon

Steel. Aluminium.
Knowhow.™

Birdon is building Australia's maritime might

“ When it comes to steel suppliers like BlueScope Distribution, innovation in product and design is as much about the end product as the process that achieves it. ”



Security and prosperity for Australians now and in the future has arguably never been so important. A strong maritime industry enabled by top-tier partnerships, people, products and solutions is critical for the nation's defence and trade posture. Built on a history of excellence, Birdon, together with its valued steel supplier, BlueScope Distribution, are two Australian companies playing a key role in this work.

Birdon: Trusted for maritime engineering excellence

A proud family company founded in Port Macquarie, NSW in 1977, Birdon is a global maritime engineering business, Australian manufacturer and industry partner. Operating across Australia, the United States, Europe and Asia, Birdon delivers high-end, whole of life solutions to multinational defence, energy, infrastructure and resource sectors.

Exactng quality and standards

Given the high calibre of Birdon's maritime clients and projects, the right supplier partnerships help Birdon tackle complex problems effectively and develop unique, project-based customer solutions. Birdon trusts BlueScope Distribution to supply high quality steel and aluminium products that not only meet technical specifications, but also contribute to the overall project design and functionality.

“The first defence project opportunity we secured from Birdon was a defence prototype proof of concept build, just one month after our official facility opening in Unanderra, NSW” reflects Damien Corich, Sales Manager for the BlueScope Distribution National Products, Processing and Solutions Hub.

“BlueScope Distribution brings a strong passion for their steel and aluminium products, educating us about product quality and origin, processes and the people behind the company.

We value this transparency - it underscores the value they place on customer service,” explains Carly Bakes, Birdon's Industry Engagement Manager.

The importance of conformance to Australian standards is a critical factor in choosing local steel suppliers, such as BlueScope Distribution. This ensures products are reliable and suitable for their intended use. A dependable supply chain is also vital for meeting production schedules and project deadlines. Sourcing local steel provides confidence, with responsive in-country support and customer service which is more readily available.

Locally sourced products for Australian industry

In partnership with Birdon, BlueScope Distribution's National Products, Processing and Solutions Hub processes XLERPLATE® steel and TRUSPEC® steel plate products to customer precise specifications. “We service Birdon facilities across Australia using our processing equipment to plasma-cut and kit products. Our solutions also include etching and blasting and priming of components. We also provide support with a robust supply chain and quality management system” explains Damien.

The National Product, Processing & Solutions Hub enables BlueScope Distribution to provide customers with an end-to-end project management solution of complex steel processing, component manufacturing and steel kits ready for product assembly.

BlueScope Distribution's relationship with Birdon is further enhanced by their national network of 16 branches across metro and regional locations. “Our Brisbane site was able to support, providing router cut boat kits using DNV certified 5083 aluminium plate and 6000 series aluminium extrusions, while our Newcastle site supported the customer with the supply of other required steel profile sections” Damien adds.

Proud supplier of:

Xlerplate® | TruSpec®

Staying ahead with innovation

“When it comes to steel suppliers like BlueScope Distribution, innovation in product and design is as much about the end product as the process that achieves it.” says Carly.

In addition to shared goals about enhancing sovereign industry capabilities, Birdon selects suppliers with a focus on innovative products that keep pace with evolving technology, collaborating with those willing to push boundaries, explore possibilities and deliver breakthroughs in design and application.

BlueScope Distribution took a customer centric approach, working with Birdon to create an important tracking procedure tailored to the project’s needs.

Relationships breed success

Positive working relationships, mutual respect and a shared commitment to project goals are all key, particularly when solving the unique challenges that can arise in build projects – a time when innovative solutions call for combined expertise. Steve Bugler, Birdon’s Head of Procurement expands, “We need open communication and transparent processes that give a thorough understanding of cost structures and project developments.”

“To complete projects on time and on budget, we depend on suppliers to deliver their promises so we can live up to ours. To that end, BlueScope Distribution is performing well, with all ordered items delivered correctly and on time,” says Steve.

A mighty endeavour

Birdon was awarded a contract for a high-profile defence ship building project, in recognition of its defence fleet design and build experience. Birdon is working closely with the naval architects on the barquentine vessel design, and the design, engineering, and integration of the vessel’s systems, including mechanical, electrical, propulsion, communication and navigation systems.

The steel hulled vessel’s rigging will include aluminium masts and spars, products Birdon is sourcing from BlueScope Distribution to bring this design to life.

“Like our other projects, this work with BlueScope Distribution develops maritime assets using local products and people – supporting Australian business, reducing reliance on foreign suppliers and safeguarding national security,” says Carly.

“The project was solidified through trusted, open stakeholder collaboration and supply chain surety across both organisations,” says Damien.

Values drive success

Birdon’s ‘Make it Happen’ ethos is based in its trusted, customer-centric, family-owned culture. This empowers leaders to form and guide integrated teams, blending the right expertise for the best results. Agile, efficient and smart decisions are core to its approach.

With a ‘customer comes first’ approach, Birdon designs and builds solutions with a ‘best for project’ approach. Customer satisfaction is deeply embedded in their culture, processes and methodologies.

Future focus

Strategically poised for further global expansion and innovation, Birdon’s robust presence in the US and Europe, aspirations for AUKUS Pillar 1 involvement, and a commitment to excellence in Australian maritime industry leadership will power it forward.

Birdon’s formula for ongoing success is clear: To deliver carefully planned, high quality and engineered solutions. These are only possible with strong, long-term partnerships that embrace technology, innovation and service excellence. Together with trusted partners like BlueScope Distribution, Birdon will continue to lead the way in ship design, build and maintenance to propel Australia’s maritime industry.





Click to access our
other resources



Contact our team today

13 72 82

bluescopedistribution.com.au